

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018 / 2019

TTT3141 – TECHNOLOGY TRANSFER

(All Sections / Groups)

23 OCTOBER 2018
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 4 pages with **FIVE** Questions.
2. Attempt **ALL** questions
3. The distribution of the marks for each question is given.
4. Please print all your answers in the answer booklet provided.

Questions 1 – 10%

- (a) Give the definition of “Communication” in diffusion of innovation. (2 marks)
- (b) Analyze the direct consequences of “Uncertainty” in diffusion of innovation. (3 marks)
- (c) Explain the hardware aspect of technology. (5 marks)

Question 2 – 10%

- (a) List **THREE (3)** possible communication channels in diffusion process. (3 marks)
- (b) List **THREE (3)** characteristics for a Lead User. (3 marks)
- (c) Explain the type of Rejection in Innovation-Decision Process. (4 marks)

Continued...

Question 3 – 10%**Case Study: Touch, gesture and pointing**

A distinguishable **characteristic of touch** is that it can render human experience communicative, sensory and embodied. We theorise about these characteristics by drawing on Merleau-Ponty's Phenomenology of Perception, which is premised on the 'incarnate relationship' between self and the world of others (1982). All human experiences intertwine in the corporeality of the body and the objects humans interact with, giving rise to embodied lived experiences where the materiality of the physical world becomes entangled with the minds and bodies of individuals.

Sensory experience is always double, as the human body has the capacity of being both sensate and sensible, and for touch, there is a 'crisscrossing within it of the touching and the tangible' (Merleau-Ponty, 1968). So, for example, when touching a physical object, a person experiences touch only on one level, while touching one's own body affords the double experience of touching and being touched. This double experience of tactile and tangible corresponds to Merleau-Ponty's premise that rather than being separate entities, there is an intricate and entangled relationship between body and mind, which extends to the objects with which a person interacts:

In the action of the hand which is raised toward an object is contained a reference to the object, not as an object represented, but as that highly specific thing toward which we project ourselves ... to move one's body is to aim at things through it; it is to allow oneself to respond to their call. (Merleau-Ponty, 1962)

Taking sensory experience beyond the realm of the tactile and the tangible, recent work in neuroscience suggests that a neurophysiological mechanism in the human brain – the mirror-neuron mechanism – plays a fundamental role in the human capacity to interpret the actions and sensory experiences of others (Rizzolatti & Craighero, 2004):

The essence of this 'mirror' mechanism is as follows: whenever individuals observe an action being done by someone else, a set of neurons that code for that action is activated in the observers' motor system. Since the observers are aware of the outcome of their motor acts, they also understand what the other individual is doing without the need for intermediate cognitive mediation. (Rizzolatti, Fabbri-Destro & Cattaneo, 2009)

Continued...

(a) Based on the case study, explain the term “Characteristic of Touch”. Support the explanation with your own examples.

(5 marks)

(b) The term “Sensory experience is always double” refers to the capacity of being both sensate and sensible of human body. Based on the case study, explain the importance of sensory experience in technology usage. Elaborate the answers with your experience.

(5 marks)

Question 4 – 10%

(a) Explain the **FIVE** reasons of re-invent with a diagram and describe each reason with an example.

(10 marks)

Question 5 – 10%

(a) Outline and briefly explain the **SEVEN (7)** characteristics of an Innovator.
(7 marks)

(b) Explain the role of change agent as Linkers in innovation diffusion process.

(3 marks)

End of Paper